

AMENDMENTS TO THE SPECIFICATION:

Please replace paragraph [0011] with the following amended paragraph:

[0011] With Service Franchising, the payments from the customer for service contracts, [[T&M]] Time and Material etc. are collected directly by the OEM, and the franchisee gets paid periodically by the OEM based on the services rendered and value of the contract sold. The service calls are centralized through a customer interaction center that takes the customer calls through phone, fax, and Internet, and the service calls are assigned and dispatched to the franchisee. A service franchisee can also use a Hub-Spokes sub network to penetrate deeper into small towns. The service franchisee will be constantly trained technically and professionally by the OEM. The service franchisee network offers better area of coverage and good returns with a small service management team that is e-enabled. Service franchising reduces the high cost manpower requirement of OEMs and encourages local self employment and profit sharing.